The Art of Being Lovely

Cyclax

OF LONDON

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The Art of Being Lovely

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The Aim of Cyclax —

TO CULTIVATE NATURAL SKIN LOVELINESS

In these days of scientific treatment, every woman can have a beautiful skin if she will observe these few simple rules, letting the Cyclax System build up loveliness ; for Cyclax does not aim merely at beauty treatment, it defends your skin against its innumerable enemies before suggesting the correct make-up to enhance your natural beauty.

The very air you breathe is unfriendly to the skin : dust and impurities are always waiting to get past its defences and play havoc with its delicate texture, and even within itself it harbours unseen enemies—poisons caused by acid waste matter that forms in the blood and collects from day to day in the pores—polluting the well-spring of loveliness at its very source.

All these enemies of a good complexion, attacking from within and without, can be successfully combated by the Cyclax method of beauty culture.

■ EXTERNAL CAUSES OF SKIN DEFECT.

It has been conclusively proved that thorough skin cleanliness is attainable only by washing the face with soap and water. Although the Skin Foods are a vitally important part of the Cyclax Home Treatment, it must be remembered that without this method of skin cleansing the nourishing, beautifying Cyclax preparations cannot do full justice to the skin, neither can the Cyclax Make-up impart that lasting, soft sheen of loveliness, unless the pores are clean and free from impurities. The Cyclax Powder Foundations give perfect protection and finish, and being non-greasy, they will not clog or relax the pores in any way.

■ INTERNAL CAUSES OF SKIN DEFECT.

The internal enemies of the skin are the acidities, which are always present and ever accumulating. These collect like a yellow film just beneath the surface, and from it spring spots, blackheads, sallowness and all the other defects of a clogged, poisoned skin. However scrupulously you wash and massage night and morning, this yellow film remains—beyond the reach of any ordinary cleansing. It has been left to Cyclax to discover a Lotion that will actually draw it out—overnight while you sleep—attracting every particle of acid waste to the surface. The very first morning after you have used this Special Lotion you can look in your mirror and see your skin—freshly washed and without a trace of make-up—looking clearer, smoother, younger than you have seen it since you were a child. Then, and then only, is your skin fit and ready for beauty treatment.

The Weekly Home Treatment

FOR THE AVERAGE OR NORMAL SKIN

MONDAY NIGHT -	After washing with Cyclax Soap and warm water USE SPECIAL LOTION (to clear the skin of impurities).
TUESDAY, THURSDAY AND SATURDAY NIGHT	After cleansing with CLEANSING LOTION massage with Cyclax Skin Food to tone and nourish.
WEDNESDAY, FRIDAY AND SUNDAY NIGHT.	After cleansing with CLEANSING LOTION apply Cyclax Astringent Complexion Milk, or Skin Tonic if the skin is dry.
EVERY MORNING.	Massage with CYCLAX SKIN FOOD to tone and nourish. then Wash with Cyclax Soap and warm water, followed by the Braceine rinse. then apply Cyclax Powder Foundation before make-up.

The Cyclax Home Treatment

There are preparations in the Cyclax range to meet every problem, and to suit every individual type of skin, but the following are absolutely essential if you are to have perpetual skin beauty, and together they form a complete and simple facial routine :—

Special Lotion.—The most important of all. It is antiseptic, for it is a scientific, medical formula, and it is a necessity to every skin, regardless of type or condition. It draws every particle of acid waste from under the surface of the skin and leaves every pore clean and free to function normally, which is essential, if the skin is to be healthy. In addition, it restores that elasticity which makes a child's skin so naturally clear and lovely. Three successive applications of Special Lotion will rid the skin of blackheads, spots and discoloration, whilst the once-a-week application will keep the skin in perfect condition. It will also give instant relief if applied to the skin in the case of painful sunburn.

Skin Food.—Containing bracing and nourishing oils that are essential to keep the tissues firm, the pores taut and the texture fine. Liberal applications of the Skin Food are necessary, to stimulate the natural functioning of the pores. In the case of the greasy skin, frequent massage will greatly assist in controlling the excessive natural oil. There are four kinds :—

SPECIAL BABY.—For the youthful or abnormally sensitive skin, and to prepare the way to the richer foods for neglected skins that are unaccustomed to treatment.

SPECIAL O.—A toning food, suitable for the majority of skins.

THICK.—A flesh-building cream for relaxed or undernourished skins.

SPECIAL E.—A heavy feeding cream containing astringent oils, used only for building up relaxed chins and throats.

Astringent Complexion Milk.—A gentle astringent, yet it works wonders with wrinkles, tightens lazy pores and keeps the skin fine in texture.

Braceine Skin Tonic.—Has all the stimulating effects of ice, but will not draw the small veins and blood vessels to the surface. To the fine-skinned woman Braceine is a luxurious tonic. To the woman whose flesh and muscles have begun to sag ever so little, it is a sheer necessity, for it hardens flabby muscles and stimulates circulation.

Skin Soap.—A complexion soap, with an abundant lather, which is almost a beauty treatment in itself. It is super-fatted, containing soothing oils, and will not irritate or inflame the most sensitive skin.

Cleansing Lotion.—Easily and effectively removes make-up, and should be used on all occasions, with the exception of the daily soap-and-water wash. "Special" Cleansing Lotion is prepared for the extremely dry or sensitive skin.

Powder Foundations.—The Cyclax principle strongly deprecates any use of grease on the face during the day, particularly in the form of vanishing cream. Instead, Cyclax have designed the perfect liquid powder base because, being non-greasy it can neither work through the powder and attract dirt and dust from the atmosphere, nor clog the pores, so that they cannot breathe freely during the day. It makes a very fine and lasting foundation for powder and is made in three forms :—

DAY LOTION.—For the normal and dry skin.

SPECIAL DAY LOTION.—For the extremely dry, fine or sensitive skin.

BLENDED LOTION.—For the more greasy type of skin.

These Lotions are made in a full range of shades, to suit every type of skin colouring.

The Milk of Roses is an excellent alternative to the liquid powder base, imparting a very delicate and pleasing finish, and makes a special appeal to those who favour tweeds and outdoor life. It is also very efficacious in the case of the exceptionally dry skin.

Face Powder.—Great thought has been given to the creation of Cyclax Face Powder. It gives a delightful finish, has antiseptic properties which are most beneficial to the skin, and being so finely sifted and delicately scented, it will harmonise with any favourite perfume. There is a wide choice of selected shades, ranging from Pale Peach to Deep Sunbrown. In two qualities :—Standard and Superfine, according to preference.

Method of Application and use of

THE HOME TREATMENT PREPARATIONS

Special Lotion.—After washing the face with soap and warm water, paint the lotion on thickly and evenly with the soft brush provided for the purpose. Let the first coat dry thoroughly and then paint on a second, this time smoothing it in with the fingertips as it dries. In the morning, thoroughly massage the face with Skin Food, in order to remove every particle of the Lotion, before washing with soap and water. It is of the utmost

importance to follow this instruction so that the best results may be obtained. If it is not convenient to apply Special Lotion at night, it is equally efficacious painted on the face according to the directions, and left on for an hour or two during the day.

Skin Food.—On the nights specified by the Cyclax schedule massage into the skin with the fingertips, until nearly all the skin food is absorbed. If, however, your skin is very dry, substitute Skin Food for Astringent Complexion Milk three or four times a week. In the morning, massage by the same method, removing with soap and warm water prior to make-up.

Astringent Complexion Milk.—On the appropriate nights, after cleaning the face with Cleansing Lotion, smooth over the skin with the fingertips and allow to dry. Those with normal skin should use Special Lotion once a week and Skin Food and Astringent Complexion Milk on alternate nights. (For specialized cases see page 13).

Skin Soap.—Use warm water and preferably a soft, cup sponge. Afterwards, rinse the face with cold water, to which should be added the Braceine.

Braceine.—Use in your cold rinsing water. (One teaspoonful to a pint). Splash vigorously over the face with cupped hands for a minute or two and dry with a soft towel.

Cleansing Lotion.—A small piece of cotton wool should be thoroughly soaked in the Lotion and gently smoothed over the face, which should then be dried with a soft towel.

Powder Foundations.—Smooth the lotion liberally and evenly over the face with the fingertips, and pat dry immediately with a soft, absorbent towel. The Milk of Roses should be worked in with the fingertips until almost dry.

Four Massage Exercises

■ GENERAL POINTS.

It is absolutely necessary to apply Skin Food freely all over the face and neck before beginning any of these exercises. Let it sink into the skin for a few minutes beforehand if possible. In the one finger exercises, always use the third only. It has the lightest and most sensitive touch, and is least liable to press too hard or drag the skin. Take the exercises slowly and do not use any pressure unless directed. Try to get a regular, smooth, sliding motion over the skin, without pulling it in any direction.

■ MASSAGE EXERCISE NUMBER ONE.

Place the tip of your third LEFT hand finger on the RIGHT side of the jawbone, midway between the point ot the chin and the ear. Then bring finger lightly up to nostril. Do this several times and then, with your right hand, repeat the same exercise on the left side of your face.

■ MASSAGE EXERCISE NUMBER TWO.

Place the tips of your third fingers behind the nostrils and draw gently backward and upward to the temples. This exercise lifts the whole face and provides an excellent movement for smoothing all its lines.

■ MASSAGE EXERCISE NUMBER THREE

Place the fingertips on the cheek-bones near the temples, and the thumbs together under the chin. Pressing gently, pass the thumbs upwards under the line of the jaw-bone—bringing them up as far as the fingers and repeating several times.

■ MASSAGE EXERCISE NUMBER FOUR.

For this exercise more pressure is needed, so place the first and second fingers of each hand together in the centre of the forehead, and draw firmly and lightly toward the temples. This smooths out frowning lines.

Individual Skin Problems

AND THEIR TREATMENT

As previously mentioned, the daily use of Cyclax Preparations will build up the perfect skin, but those who are new to Cyclax will want to know how to remedy their individual skin troubles. Here, then, are a few notes of how they can be put right.

■ DRY SKIN.

For the very dry skin, follow the normal treatment given on page 5, but be sure to use Special Day Lotion or Milk of Roses as a powder foundation. Apply Astringent Complexion Milk or Skin Tonic on one night a week only, and on the remaining five thoroughly massage the face with Skin Food.

■ SUPER-SENSITIVE SKIN.

All skins react a little differently at first to the various preparations, but in the majority of cases it is simply a question of accustoming the skin to the new treatment. The Milk of Roses should be used as a powder foundation. At first, instead of washing the face with soap and water, gently massage with Baby Skin Food and remove with a pad of cotton wool soaked in Skin Tonic. Within a very short time, when the condition has improved, Special O Skin Food can be substituted for the Baby Skin Food, and then the soap-and-water method can gradually be adopted until the normal daily routine is followed.

■ DRY, OPEN-PORED SKIN.

Most dry skins are fine, but sometimes a dry skin is almost as coarse and open-pored as a greasy one. This is only a temporary condition caused by acid under the skin, which makes it dry, and by the excessive application of grease, in an endeavour

to correct it. It is this treatment which relaxes the pores, and the first thing to do is to remove the cause with Special Lotion. This may seem to dry it even more at first, but plenty of Skin Food night and morning will counteract that, and if care is taken to wash away all the skin food with soap and water every morning, the pores will gradually close again. The main thing about the treatment of this particular condition is to persevere. Results cannot be expected the very first day, although some good will have been done. It is a long process, but a very necessary one to bring real health to the skin. An occasional application of Astringent Complexion Milk will greatly assist this treatment.

■ GREASY SKIN.

Follow the treatment given for normal skins, but at the commencement apply Special Lotion on three successive nights, and substitute Astringent Complexion Milk for Skin Food three or four times a week, as the pores need extra toning, and the muscles tightening. The cool splash with Braceine will do much to keep the skin cool and dry during the day, and before applying Blended Lotion work a little Astringent Powder round the nose and nostrils to ensure a lasting finish.

■ OPEN PORES.

Before attempting to close the pores cleanse them thoroughly by applying Special Lotion on three consecutive nights. The next night, thoroughly massage the face with Skin Food, and on the remaining three use Astringent Complexion Milk. Afterwards, the normal routine should be followed until the condition is entirely corrected. If the pores are very relaxed, use Open Pore Lotion before making-up, and work in the Astringent Powder where the enlarged pores are most apparent.

■ BLACKHEADS AND SPOTS.

The Cyclax Home Treatment will deal with the cause of blackheads and spots, and will prevent their re-appearance. In the case of deep-seated blackheads, which are a little too obstinate for the Special Lotion entirely to remove, after massaging with Skin Food in the morning, they should be gently pressed out, before washing the face with soap and water. When the pores are cleansed of all impurities they should be closed with Astringent Complexion Milk. The acidity and impurity of acne spots may be eliminated by taking a course of Complexion Cachets.

■ WRINKLES.

Use Skin Food and Astringent Complexion Milk on alternate nights—and leave plenty of Skin Food on all night to be absorbed by the skin. Use Thick Skin Food, as it is richer, and the great objective is to build up the flesh, to fill out the wrinkles from within.

■ LINES ON FOREHEAD.

Massage the forehead with Thick Skin Food, following Movement No. 4 on page 11, and it is advisable to wear the Forehead Strap for ten to fifteen minutes at night or in the morning.

■ TIRED EYES.

Pads of cotton wool soaked in Eye Lotion and placed on the eyelids will have a soothing and refreshing effect. To remove the little red veins and inflammation caused by eye strain, bathe with the Eye Lotion.

■ LINES UNDER THE EYES.

For the fine tissues round the eyes, use the Astringent Cream, which is excellent for wrinkles and crowsfeet, as it contains all the essential oils of the Skin Food, but is lighter in consistency

to enable the skin to absorb it more readily. For puffiness under the eyes use the Astringent Cream at night, and an occasional application of Astringent Complexion Milk before make-up.

■ DOUBLE CHIN.

The slightest tendency to sag under the chin must be dealt with immediately with the Chin Strap, in conjunction with the Muscle Restorer and Special E Skin Food. The Chin Strap should be worn for about twenty minutes during the day, when you are resting, using the Muscle Restorer and Special E Skin Food on alternate days.

■ THIN THROAT.

Work Special E Skin Food well into your neck and apply Throat Lotion on alternate nights. You will find the Throat Bandage useful to keep the pillows clean.

The Cyclax Preparations

■ THE CYCLAX HOME TREATMENT

Special Lotion.
Skin Food.
Skin Soap.
Braceine.
Cleansing Lotion.
Astringent Complexion Milk.
Powder Foundation.
Face Powder.

} For full descriptions of these preparations, refer to the "Cyclax Home Treatment," on pages 6, 7 and 8.

■ ANTACID SALINE.

One of the chief sources of skin imperfections is internal acid accumulation, and has too often been overlooked by beauty experts. The Cyclax Antacid Saline has been specially prepared for this condition, and is most beneficial.

■ ANTISEPTIC POWDER.

A delicately perfumed deodorant, especially devised to neutralise excessive perspiration.

■ ANTI-SHINE LOTION.

To prevent a shiny nose. A mere suspicion worked in with the fingertips will ensure a perfect matt finish, lasting a considerable length of time without the necessity of repowdering.

■ ASTRINGENT CREAM—(For the Eyes).

For eradicating crowsfeet and tiny ageing lines around the eyes and eyelids. Is easily absorbed and will not drag the most sensitive skin.

■ ASTRINGENT POWDER—(For Greasy Skins).

To be applied sparingly and worked right into the skin with the fingertips immediately after washing or cleansing the face, and before making-up. This preparation assists in the correction of open-pored condition and facilitates a more lasting make-up.

■ BATH CRYSTALS.

Fragrantly perfumed and have a stimulating and tonic effect on the skin.

■ BATH ESSENCE.

A few drops will impart a delightful fragrance to the bath.

■ BATH FRICTION.

Rubbed briskly over the body after bathing will give an invigorating, tonic effect, leaving the skin delightfully cool and refreshed.

■ BATH POWDER.

Renders a velvety smooth finish to the body.

■ BATH SOAP.

An exquisitely blended soap, of lasting fragrance, which is a luxury in itself.

The distinctive perfume of these Bath Luxuries will make a special appeal to the discriminating woman. Attractively packed, they are an asset to every bathroom.

■ BEAUTY BRONZE CREAM—(For the Arms and Legs).

Gives the perfect suntan effect, obviating the necessity of sunbathing. Disguises all spots, blemishes and skin discoloration, and is particularly recommended for use with beachwear. Four graduated shades of sunburn tone:—Light, Dark, Sunbrown and Romany Tan. Evening, a flesh shade, is especially designed for use under the sheer transparency of silk stockings, hiding all unsightly marks.

■ BLEACHING CREAM.

An after Summer necessity. For removing all traces of fading suntan from the arms, neck and back. Leaves the skin soft and fair.

■ BLEACHING FLUID.

Makes fine and downy hair practically invisible, and retards further growth.

■ CHIN STRAP.

For correcting relaxed and sagging contour lines, and should be used in conjunction with the Muscle Restorer and Special E Skin Food. (For fuller advice see page 15.)

■ CLEANSING TISSUES.

A soft absorbent tissue for removing make-up. Very practical for travelling.

■ CLENZENE—(For the Neck).

A very powerful cleansing cream, specially devised for removing all stains and skin discoloration, arising from undue exposure, the friction of high collars, and the dye of furs. It is delightful to use and will effectively whiten the neck.

■ COMPLEXION BALM.

A delightfully soothing lotion for sensitive skins, and for calming down an irritated and inflamed condition after extreme exposure to wind and rain. Can be used for removing Baby Skin Food instead of washing with soap and water, in the case of the very delicate skin. (For treatment, see page 12).

■ COMPLEXION CACHETS.

Although every attention may be given to the external care of the skin, blemishes are likely to occur from impurities in the blood caused by minor ailments. These are entirely eliminated by a course of Cyclax Complexion Cachets.

■ CUTICLE CREAM.

To soften and smooth the cuticles, and prevent their re-growth.

■ CUTICLE OIL.

An excellent preparation for preventing brittle nails and rough cuticles. Massage well into the cuticles and base of the nail after manicure, or before retiring at night. An essential to every manicure outfit.

■ CUTICLE REMOVER—(Liquid).

Frequent application will prevent hang-nails and growth of untidy cuticles.

■ DEPILATORY WAX.

Efficiently and safely removes superfluous hair. Unlike powder or cream depilatories which merely remove surface hair. Cyclax Depilatory Wax weakens the roots and retards the growth, and so the interval between each application is accordingly considerably increased.

■ DUSTING POWDER.

Is subtly perfumed with pure flower essence and is cooling and strongly antiseptic. A delightful essential for hot climates.

■ EYEBROW POMADE.

To develop the growth of the eyebrows and deepen their colour by natural means.

■ EYEDROPS.

For enhancing the natural brightness and sparkle of the eyes, with instantaneous and lasting effect.

EYELASH TONIC.

For promoting the growth and luxuriance of the lashes. After a few applications they become beautifully glossy and its action is so gentle that it can quite safely be used for children. No. 1 is especially prepared for weak eyelids. No. 2 is a stronger tonic.

EYELID CREAM.

The judicious application of eyeshadow will accentuate the natural loveliness and charm of the eyes. Adds mystery and glamour to your make-up.

EYE LOTION.

Invaluable for fatigue and strain after exposure to extreme light. It rests the nerves, clears the eyes, and causes small veins and inflammation to disappear almost immediately.

FOREHEAD STRAP.

To be used in conjunction with Skin Food for removing frowning lines and wrinkles on the forehead. (For fuller details, see page 14).

FOUNDATION CREAM.

A powder cream for evening use, for covering spots and giving a satin smooth appearance to the arms and neck.
(Foundation Cream for the face—see Special Foundation Cream).

HAIR STIMULANT.

Checks thinning hair and restores the sheen to faded hair. It stimulates the scalp and encourages natural waviness. No. 2 is specially prepared for Greying Hair.

■ HAND BLEACH.

Effectively removes roughness and redness of the hands, and is invaluable in cold weather. It renders the hands beautifully smooth and white and keeps the skin soft and elastic. This preparation is for night use only, and it is advisable to wear the Sleeping Gloves in conjunction with it.

■ HAND LOTION.

This is an excellent preparation which will be indispensable to you. Apply regularly after washing the hands. It leaves no trace of stickiness and keeps the hands in perfect condition.

■ LABYL—(For the Lips).

Gives a natural effect to the lips, and keeps the skin soft and fine textured. A lipsalve that is especially recommended for those who do not desire the intensity of colour as obtained by the Lipstick.

■ LIPSTICKS.

A really delightful lipstick to use, smooth in texture, and as indelible as it can be without deleterious result. The shades are very attractive and are blended to tone with the Cyclax Rouges, and can be successfully worn with any colour scheme.

■ LUSTROZENE PASTE—(For the Eyelashes).

Darkens and beautifies the eyelashes, accentuating their length. It is practical to use, being made in block form.

■ MILK OF ROSES.

An excellent foundation for powder, suitable for every skin. (For full particulars regarding this preparation, see page 8).

■ MORNDEW CREAM.

An excellent non-greasy vanishing cream, which makes a perfect alternative to the liquid powder foundations.

■ MUSCLE RESTORER.

For strengthening and bracing relaxed muscles round the chin and for improving the contour. (For Double Chin Treatment, see page 15.)

■ NOSE OINTMENT.

A night preparation for removing redness from the sides of the nose, and for improving the general texture of the skin surface.

■ OATMEAL.

A delicately perfumed preparation that renders the hardest water soft and soothing, and should be used with Cyclax Skin Soap when washing the face and hands.

■ OPEN PORE LOTION.

For obstinate open pores. To be patted into the skin in the morning after washing and before making up.

■ PERFUME.

La Cinquième Nuit.—A distinctive, subtle perfume that gives the final touch of sophistication to your ensemble.

Stars in the Heaven. — A perfume of captivating fragrance, especially created for the fastidious woman.

■ REDUCING FLUID.

A simple and effective preparation for removing local, superfluous flesh, obviating the fatigue and discomfort of diet and exercise.

■ ROMANY TAN CREAM.

A Powder foundation, which gives a smooth matt finish, with a light sunburn tone, to the skin. Suitable for every type of skin and colouring.

■ SALUSTA CREAM.

For removing the blueness left by acne spots or pimples after the impurities have been withdrawn by Special Lotion.

■ SKIN TONIC.

An invigorating tonic. Very soothing, refreshing, and slightly astringent.

■ SHAMPOO WASH.

A delicately perfumed shampoo for the hair. Produces an abundant lather and is an invigorating and beneficial scalp tonic.

■ SLEEPING GLOVES.

Of the finest chamois leather, with heat controlling perforations in the palms. Should be used in conjunction with the Hand Bleach, to bring perfection and beauty to the hands.

■ SPECIAL FOUNDATION CREAM.

A cream powder foundation giving a petal-smooth finish. For shades see price list.

■ SPONGE WASHING POWDER.

For keeping sponges in perfect condition, and increasing their durability.

■ STOCKINGLESS CREAM.

A cream preparation giving the effect of sheerest silk stockings, and which, even on close scrutiny, is practically undetectable. Available in four popular stocking shades.

■ SUN OIL.

An important adjunct to your beach kit. Applied lavishly to the skin before exposure to the sun, it will encourage a warm, intriguing tan, without the risk of burning or blistering, and at the same time keeping the skin smooth and supple.

■ SUNPROOF CREAM.

For those who favour the pink-and-white complexion. Keeps the skin fair, discourages freckles and makes an excellent powder foundation. Can also be used on the arms and neck.

■ SUNPROOF OIL.

For those wishing to retain the natural fairness of their skin colouring, this oil should be liberally applied over the body. It will keep the skin smooth and white and also prevent freckles.

■ THROAT LOTION.

To be used in conjunction with the Special E Skin Food for smoothing out lines and wrinkles. For restoring a youthful appearance to the throat.

■ VIOLET RAY BATH SALTS.

An invigorating bath salt of great tonic value to the system. In powder or compressed form, either Reducing or Non-Reducing.

The Art of Make-up

Make-up is successful only when it adds something to your charm without detracting in any way from your personality, though there are many who seem to think that in order to improve their appearance they need only cover their faces with a layer of haphazardly chosen cosmetics.

Before applying the finishing touches that will accentuate your individuality, your skin should be encouraged to reclaim its original youthful loveliness by using the few, simple, Cyclax Home Treatment Preparations, which give the skin all the care and help it needs, thus paving the way to true Skin Beauty.

The fundamental note in Make-up for the day is moderation, and the choice of shades is controlled mainly by the natural skin colouring, or "pigmentation." At night, under artificial light, there is unlimited scope in colour selection. Whether you favour the glamorous and alluring, the brilliantly exotic, or the simple appeal of the delicately natural finish—personal choice is the deciding factor.

Whatever effect you wish to achieve is entirely dependent for its success upon the type of powder base used. For instance those who prefer the more sophisticated make-up have three liquid powder foundations from which to choose—according to the type of skin. These comprise Day Lotion for the normal, or average skin—Blended Lotion for the greasy type of skin—and Special Day Lotion for the very dry, fine or sensitive skin condition.

The shades of the Lotion and Face Powder should be carefully selected to tone with the natural skin colouring.

For the young girl, for the outdoor type or for those who generally favour tweeds for Town or Country wear, the Milk of Roses Powder Base imparts a perfectly natural finish, and moreover is especially recommended for the exceptionally dry or sensitive skin.

Now to assist you with a few Hints on Make-up

■ **ROUGE.**

To avoid a hard and unnatural colour outline, the rouge should be applied in the following manner. The puff or piece of cotton wool, should first be dipped into face powder, then into the rouge, afterwards gently mix them in the palm of the hand, before applying the colour to the face. It is important to remember that, when using liquid Powder Foundations, rouge should be applied directly to the skin and **under** the Powder Foundation, except in the case of the Milk of Roses.

Always endeavour to place your rouge where your own colour is apparent, but if you are naturally pale, apply over the cheek-bone, working upward and outwards towards the hair line.

■ LIPSTICK.

Attention is always drawn to the lips by virtue of their mobility, and the judicious application of lipstick will intensify the charm of each fleeting expression, and accentuate the pearly lustre of the teeth. Remember when selecting this beauty aid, that its colour must harmonise with the accompanying rouge, as there is nothing more displeasing to the eye than the combination of an Orange shade of rouge, and a Vermilion-toned lipstick.

■ EYES.

The eyes have an unfathomable loveliness all their own, and they give to the features that indescribable yet very real "Something" called expression ; but it is only by proper care and attention that the full reflection of this mirrored beauty can be obtained.

When they are tired and heavy and have lost their sparkle, it is so easy to refresh them by relaxing with the head back, and with pads of cotton wool soaked in Eye Lotion right over the eyes.

For that special occasion when extreme brilliance and vivacity are desired, just apply one or two drops of Cyclax Eye Drops in the corner of each eye ; this will have an almost instantaneous effect, will clear the eye, and will last the whole day.

■ EYELID CREAM.

To accentuate the beauty of the eyes and to enhance their charm. As a rule, Eyelid Cream should match the colour of the eyes, but at times it may be changed to harmonize with one's attire.

For the blue-eyed, especially in the day-time, Grey Eyelid Cream is very becoming, while at night, Gold, or Silver-Blue may be effectively used.

For the hazel-eyed—Almond Green, Light Green and Bronze-Green for the day, while Purple-Brown or Gold-Green is very attractive for evening wear.

■ METHOD OF APPLYING EYELID CREAM.

Place a little Eyelid Cream on the tip of the third finger, then work from the centre of the eyelid, taking care to massage it along the eyelid until the desired effect is obtained. It is most important to " fade-out " the Eyelid Cream in order that no hard lines are left.

■ EYE-LASHES.

A touch of Cyclax Lustrozene Paste will darken the eye-lashes and accentuate their length. For brown or hazel eyes, use brown Lustrozene, light or dark according to the general tone of colouring and hair. In the same way employ blue or black with blue eyes. But always remember that where you use black by day, a softer and much more attractive impression of black will be given at night by the use of dark blue.

AND HERE IS A LIST OF MAKE-UP COLOURS TO HELP YOU. but I don't think you can really go wrong, if you will remember the main principle—to wear yellow-pink tones with colours that have yellow in them, and blue-pink tones with colours that have blue in them. If you do experience any difficulty, you know of course, that you can always have a talk with the Cyclax specialist in your favourite store. She will gladly advise you.

Matching Shades of Rouge and Lipstick

CORAL (A.10) — A Coral shade which changes colour on the lips and gives a natural tone to them, unless heavily applied, when it is definitely a vivid orange shade. Can be used with practically any shade rouge.

CAPUCINE (B.11) — A pinky-orange shade, fairly bright and can be used with Capucine, Coral or Orange rouge.

ORANGE (C.12) — A deep orange shade which changes slightly warmer on the lips than appearance would suggest, but does not turn blue. Can be used with all rouges that contain orange colouring.

MID-BRUNETTE (D.13) — A medium red Lipstick to be used with Mid-Brunette, Bloom of Nature, Carnation or Geranium shades Rouge.

SUNTAN (E.14) — Brown-orange shade, for sunbrown shades with an orange note, such as, Coral, Orange or Sunbrown.

BRUNETTE (F.15) — Definitely bluish red and preferably for the older person. To be used with a Bloom of Nature Rouge, or any that have a bluish predomination.

SUNBROWN (G.16) — For Sunbrown Rouge, or will tone with any orange rouge on a brunette skin. Very attractive when worn with tweeds or country outfits.

CARNATION (H.17)	Suitable for any type, providing the rouge is of a bluish tone, such as Carnation, Geranium, Bloom of Nature, or Mid-Brunette. Is bright red and can be worn also with Capucine, as the latter shade is not too orange to clash.
BRILLIANT (R.53)	An exciting new shade in a warm blood-red tone. Suitable for blonde or brunette. To be used with Carnation, Geranium and Bloom of Nature Rouge.
RED DUST	A new Autumn shade, catching the warm red-brown note of the beech leaf. Most effective with Coral, Orange or Sunbrown rouge.
PINK CLOVER	This exquisite shade was specially created for the lovely cyclamen, lavender and lilac tones. Suitable for day and evening wear, with Pink Clover or Rose Chair rouge.
ROMANY TAN	Inspired by the Sun ! Flattering . . . . suitable for any colouring, blending perfectly with all the lovely Summer shades of Face Powder. Romany Tan rouge to tone.
ENGLISH ROSE	As natural as its name implies—a delicately lovely shade as soft as the blush of the rose petal. Suitable for every type of skin colouring, and almost any ensemble.
AUXILIARY RED	Decisive. . . . Exact, and impeccably correct. The ideal lipstick shade for Service Women. A clear natural red—it blends perfectly with Browns, Greens, Navy Blue and Black. Auxiliary Red Rouge to complete the theme.